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FIRST WITH THE FILM NEWS IN CANADA

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Horizontal VV's Canadian Debut

By JAY L. SMITH

Last week we promised that we would discuss Screen Advertising in the column this week, but before we get into that subject, I would like to pass on some information that came in the mail this morning from Jack McCulloch, who operates the Iroquois Theatre, Petrolia, Ont. Jack's letter is a result of our mention of Gift Tickets in last week's column, and contains information of value to small-town exhibitors. The letter follows:

"Dear Jay: I read with interest your article on Gift Tickets, in The Digest issue of May 14th. This profitable form of revenue and advertising is not exclusive to circuits, it can be used to advantage by small independents.

"For more than four years we have been using the enclosed Gift Envelope. It works like this. A person may purchase any number of our regular admission tickets, according to what they want to spend. We rubber stamp them and put them in a Gift Envelope. For example — one teacher buys 35 envelopes with one matinee and one evening ticket for her class, each year. This way she covers the whole class without discrimination. They are very popular with teachers. Although most of our sales are in November and December, still they are popular during the year as Birthday gifts. Most children's tickets are sold in lots of one and two dollars, adults in two to five dollar lots.

"We have passed the two thousand mark of envelopes, which we have printed locally for a very small amount. This year I intend to put extra effort behind the sale of them, as they keep the people coming.

(Continued on Page 5)

Imperial Toronto Screen 54'x28' "Strategic Air Command" — B.O.

Paramount's VistaVision process of filming and projecting motion pictures for big-screen presentation is an improvement on the company's system, first introduced with the showing last October of "White Christmas" at the Radio City Music Hall.

Basically, the new VistaVision process demonstrated with "Strategic Air Command" is designed to give greater brilliance and extended focal depth to the images flashed on the screen regardless of the size of the screen.

(See IMPERIAL Page 3)

Tent 28's Activities In Variety Int. Film Short

George Altman, official delegate along with Joe Bermac of Variety Tent 28, Toronto, at the Variety International meet in Los Angeles and the Toronto Tent's spokesman

(See VARIETY Page 14)

EMPIRE-UNIVERSAL PROMOTIONS

A. W. Perry, President of E-U announced the promotion of Herb Mathers to Assistant to Mark Plottel, E-U Sales Manager; Joe Garfin, formerly Calgary Branch Manager becomes Toronto Branch Manager. Mike Brager was also promoted to salesman in the Calgary office.

Odeon Building New 1,200 Seater In North-east Area Of Toronto

L. W. Brockington, president of Odeon Theatres (Canada) Limited, announced that his company will build in the immediate future a new Odeon theatre in the Don Mills Development. It is expected that the building will be completed by the end of the year.

This is the first theatre to be built in Toronto especially designed and planned from the beginning for Wide Screen and the latest forms of sound transmission. It will be completely equipped for

(See ODEON Page 3)

Mgrs. Appreciation Month Set For July

A Branch Managers Appreciation Month has been announced by Jack Labow, RKO's Canadian General Manager for the month

(See LABOW Page 3)

Plottel Wires From Universal Coast Do

Mark Plottel, General Sales Manager, Empire-Universal, who accompanied the company's president and general manager, A. W. Perry to Hollywood for a special sales meeting of Universal Pictures, wired the Digest from the coast.

(See PLOTTEL Page 11)

Winnipegers Attend Metro Workshop

The M.G.M. Workshop held at the Nicolette Hotel in Minneapolis, Wednesday, May 4th, saw a number of Canadians attending. Abe Levy and Marcus Trester, of the

(See MGM Page 3)

Pioneer Award Dinner Set For November 1st

The executive of the Canadian Picture Pioneers is checking plans for its 1955 annual banquet in Toronto to honor the Pioneer of the Year and other award win-

(See PIONEER Page 3)

"Son of Sinbad" Harem Beauties visited Toronto last Saturday. The girls appeared in an unusual fashion show at the swank Stan Walker's on Yonge St., Jack Labow, RKO Canadian General Manager is seen above with the four, Yvonne White, Susan Ames, Andrea Cleve and Dorothy Van Dyke.

DAN KRENDEL ANNOUNCED THE "SOS BALLYHOO" WINNERS. FIRST, ART CAULEY; SECOND, MEL JOLLEY; THIRD, BOB HARVEY IN GROUP A. GROUP B WINNERS, FIRST, GEORGE FORHAN JR.; SECOND, AL HARTSHORN & CHARLIE PERRIE; THIRD, LEN GOUIN.

Worth Holding!

HOLD-OVER HIT!

HELD OVER! WASH., D. C.!
HELD OVER! BALTIMORE!
HELD OVER! INDIANAPOLIS!
HELD OVER! BOSTON! *(2 Theatres)*
HELD OVER! CLEVELAND!
HELD OVER! KANSAS CITY!
HELD OVER! SAN FRANCISCO!
HELD OVER! BUFFALO!

The Hold-Overs Are Pouring In! More Every Minute For M-G-M's Giant Romantic Spectacle!

"THE PRODIGAL"

In COLOR and CINEMASCOPE!

IMPERIAL

(Continued from Page 1)

The newly installed screen at the Imperial, Toronto, is the largest in Canada. It is slightly curved and measures 54 feet wide and 28 feet high.

The VistaVision installation at the Imperial Theatre is designed for houses seating 3,000 persons or more. An adaptation of the process is available for smaller theatres.

Unlike normal movie photography systems, the film in the VistaVision camera — a standard machine in which the mechanism has been rearranged — passes the lens horizontally rather than vertically. Instead of exposing a single 35 mm. frame, approximately two times the amount is exposed to capture images.

Through a process of optical printing, the larger images are transferred to the standard 35 mm. film stock which is run through the projector horizontally. Hence, while the film is the regular or 35 mm. width, each frame is twice as wide, less magnification is needed and a clearer and brighter picture appears on the screen.

According to Paramount officials, VistaVision's advantages are its brilliance and the fact that it can be projected on standard-size or outsize screens without notable loss of pictorial quality. In addition, company experts have pointed out that a curve in the aperture plate of the projector as well as a corresponding curve in the screen lend to the clarity of the film and the illusion of depth.

VistaVision is one of three basic techniques of large-screen filming and projection. The others are Cinerama and Cinema-Scope. The forthcoming Todd-AO system employs fundamentally the same principles as VistaVision.

MGM

(Continued from Page 1)

local M.G.M. Office headed the delegation consisting of Hy Swartz, Rothstein Theatres; John Ferguson, Harold Bishop, Bill Novak, Eddie Newman, Famous Players; Richard Miles, Lou Miles, Western Theatres Ltd., Dave Carr, Oak Theatre; Bob Hurwitz, Main Street Pool; Misha Triller, Dominion Theatre; Harry Pyrgrocki, Kings and Classic Theatres; all of Winnipeg; Len Reinhorn, Regina; Jim Cameron, Famous Players Fort William; and Fred Polenske, Fort Frances.

Across the Country

Toronto and District

The Kingston, Ont., Drive-In has adapted the institutional cartoon — "How to make them happy" — in its advertising, changing one word in the line to read: "Take them out to the Drive-In." Two of the sketches are used, one showing the complaining wife and the other depicting the boy friend who wants to stick in the living room.

The cartoon was introduced in promotion for the night's show in observance of Mother's Day. Incidentally, the cartoon is handled in Canada by Murray L. Sweigman, Theatre Poster Service Limited, Toronto.

• • •

Manager Mel Jolley of the Century Theatre, Hamilton, had a special attraction for his Saturday Morning Famous Fun Festival in the personal appearance of Hal Wagonner, popular star of the Hamilton Tiger-Cats football team, who talked sport to the large gathering of juveniles. To add to the fun, the Hamilton Spectator provided 25 door prizes.

• • •

Large new screens for CinemaScope and other projection systems continue to be installed in Famous Players drive-in theatres, the latest including the Sunset at Brantford and the Mohawk at Hamilton, the size for the later being 4,500 square feet. The Skyway near Hamilton was the first F-P unit to get an installation.

• • •

An All-Canadian film bill, featuring two Canadian Award pictures, "Tit-Coq" and "The Stratford Adventure," formed the program for a benefit show May 10 at the Village Theatre, Toronto, under the auspices of St. Faith's Lodge in aid of its Warrendale project at Newmarket. Village Manager Roy Downey co-operated with the organization.

• • •

Three Odeon units at Hamilton, the Savoy, Windsor and York theatres, have adopted the policy of presenting a free gift to all lady patrons on the first three nights of each week.

Ottawa

George Formby received a royal welcome on his arrival here to appear at Toronto's Variety Village benefit show. Among the notables on hand for the reception was Nicholas Monsarrat, director of the United Kingdom Information Office in Ottawa who met the English comedian-singer in South Africa a few weeks ago. Formby attracted over four thousand men, women and children for his two shows, which is near capacity at the Capitol Theatre.

• • •

The Commons broadcasting committee has completed plans for a visit to Montreal where members will see the backstage work that goes into a CBC television production. The committee, now sitting on broadcasting problems, has been advised that the studios and tower now in the course of erection here will be completed and available for the transmission of CBCT and CBMT, which will enable viewers in the Ottawa area to tune in on separate English and French programs.

• • •

Will McLaughlin, Ottawa Journal movie critic and correspondent for Canadian Moving Picture Digest, has received his life membership card from Tom Daley, secretary-treasurer of Canadian Picture Pioneers. Mr. McLaughlin was cited during the annual banquet of the Pioneers last November in Toronto, and later at the annual meeting of the showmen's organization, was made an honorary member.

• • •

The upped licence fees for movie theatres and Drive-Ins as announced recently in this corner was somewhat premature. Mayor Charlotte Whitton said that the increased dues recommended by the Police

(Continued on Page 11)

ODEON

(Continued from Page 1)

CinemaScope and Vista Vision.

The architectural design of the new Don Mills Odeon will be the most up-to-date in the Toronto area. It will seat more than 1,200 persons. The equipment will include the most luxurious and comfortable seats available, refrigerated air-conditioning and the best in projection and sound equipment. There will be adequate parking facilities for all patrons.

PIONEER

(Continued from Page 1)

ners. In recent years the function has been held as a social feature of the industry's convention week, the dates of which have been changed.

The intimation has been made that the CPP awards banquet will be held either Nov. 1 or 2 when the convention of the Motion Picture Industry Council of Canada will be conducted.

LABOW

(Continued from Page 1)

of July for Canada only. Mr. Labow in making the announcement stated that "the idea behind the branch managers' month in Canada was occasioned by the thought that the Canadian chiefs had in the last incentive drive shared their prize money with the bookers," said Jack Labow. "Since the bookers participated on an even basis, I felt it was high time that the sales and booking staffs be given an opportunity to demonstrate their appreciation to their branch managers for favors, past, present, and future, by going out and making a tribute month an unprecedented success."

FOR SALE

YES! 8,500 LATE MODEL USED or RE-CONDITIONED

THEATRE CHAIRS

ALSO NEW BRITISH-LUXURY CHAIRS AVAILABLE

SPRING EDGE STEEL BOTTOM SEAT CUSHIONS AND FULLY UPHOLSTERED BACKS—SPRING BACK TYPES ALSO.

CARPETING, ASPHALT, RUBBER, VINYL TILES AND LINOLEUM

We are Factory Agents At Bargain Prices

Drop us a line — we will give you photographs and full information.

"LA SALLE"

RECREATIONS LTD.

Theatre Chairs, Carpet, Linoleum and Tile Division

945 GRANVILLE ST. MA. 5034

VANCOUVER 2, B.C.

THE CANADIAN MOVING PICTURE DIGEST, Entered as Second Class Matter. Jay L. Smith, Editor-in-Chief; Max Chic, Assoc. Editor. Correspondents: Bruce Peacock, Regina; Libby Bookhalter, Winnipeg; Jack Droy, Vancouver; Will McLaughlin, Ottawa; Bill Press, Toronto; Helen Crowley, St. John. Address all mail to the Publisher, Canadian Moving Picture Digest Company, Ltd., 21 Dundas Square, Toronto. Telephone: EMpire 8-8696. Cable: Raydigest. Established 1915. Publication weekly. Subscription: $5.00 yearly.

LET OUR EXPERIENCED ENGINEERS SURVEY AND INSTALL YOUR NEW INSTALLATION

SERVICE COAST-TO-COAST

from Canada's Largest Theatre Supply House

GENERAL THEATRE SUPPLY COMPANY LIMITED

HEAD OFFICE: 861 BAY ST. TORONTO, ONTARIO

Centres in SAINT JOHN, MONCTON, HALIFAX, MONTREAL, OTTAWA, TORONTO, BRANTFORD, CHATHAM, NORTH BAY, WINNIPEG, CALGARY, VANCOUVER

On the Beam

(Continued from Page 1)

"I just thought I would let you know, we have Gift Tickets too. Best personal regards, Jack McCulloch."

Thanks, Jack, for taking the trouble to write and let us know you have been able to utilize the Gift Ticket idea. Incidentally, the one thing you don't mention in your letter, is whether you give a discount with the purchase of a block of tickets. One of the attractions that have helped Famous Players sell their books of tickets so successfully, has been the discount allowed; e.g. 4 60c tickets for $2.25.

One other point, while I think of it. Jack mentions that the Gift Tickets are popular during the year as Birthday gifts. Famous Players do quite an extensive selling job on the Gift Tickets for such occasions as Mother's Day, Father's Day, Easter and St. Valentines Day, for all of which the Gift Tickets are most acceptable gifts.

Now to get back to Screen Advertising. According to the figures available, approximately half of the theatres in Canada today are using Screen Advertising, including the entire Odeon circuit. Largest suppliers of Screen Ad clips is Audio Pictures, which under the direction of Dave Coplan, has gone all-out in a campaign to sell and service the theatres of Canada, and the advertising agencies. Through its tie-up with Alexander Screen Service in the U.S., Audio has available a library of some 4,000 playlets in color, covering every type of business. On a national scale, it handles such advertisers as Coca Cola, General Motors, Westinghouse, etc.

With 20 salesmen on the road dedicated to the job of promoting screen advertising with the merchants and the theatres, Audio is performing a service for exhibitors, that in many instances can mean the difference between profit and loss at the end of the year. Today, Audio is servicing some 900 theatres in Canada with Screen Ads, and according to Dave Coplan hope to reach the 1,200 figure within the next six months.

Adfilms Limited, under the direction of Fred Stinson, reports they are now servicing over 500 theatres, including drive-ins. Adfilms is associated with United Film Service Inc., of Kansas City, and MPA, which supply Screen Broadcasts, 85 percent of which are in color. Fred's salesmen have been concentrating on the selling of local merchants, and the job these salesmen are doing in promoting a closer relationship between the merchants and the local theatre, is a great service to the exhibitor, as well as providing him with some much needed revenue.

Earlier we mentioned that the entire Odeon circuit uses Screen Advertising. To date, Famous Players have not gone into it, but the day may not be too distant when the latter circuit, especially in the smaller towns and suburban theatres, will be happy to accept the extra revenue Screen Advertising brings. The Odeon Circuit, of course, is serviced primarily by its own company, J. Arthur Rank Screen Advertising, under the direction of Jack Ralph and Bob Wallace. Altogether, including the Odeon theatres and drive-ins, the JARO subsidiary is servicing some 800 theatres in Canada.

Figures are not available as yet, as to just how much additional revenue Screen Advertising is bringing Canadian exhibitors; new accounts are being added daily, and it will be several months before an accurate picture can be given. However, according to the American trade papers, the 16,000 U.S. theatres now using screen ads, are receiving some $10,000,000 for the use of their screens, and as they say in the corn country, that ain't hay.

With theatre business the way it is in Canada today, and with the competition that exhibitors are facing with the expansion of Television across the country, if you have not already investigated the possibility of using screen ads, now is the time to do so.

Paramount Earnings In First Quarter Up

The Board of Directors of Paramount Pictures Corporation today voted a quarterly dividend of $.50 per share on the Common Stock payable June 15, 1955 to holders of record May 26, 1955.

Paramount Pictures Corporation estimates the earnings of the Corporation and its domestic and Canadian subsidiaries for the first quarter ended April 2, 1955 at $2,858,000 after provision for income taxes. This compares with earnings for the quarter ended April 3, 1954 which were reported at $1,404,000.

Meridian Producing TV Commercials

A line of traffic carrying Canadian advertising agencies to New York film production companies for television commercials has gone into reverse.

With the production by Meridian Productions Corporation Limited of a group of commercials for Benton & Bowles Inc., of New York, a new trend has been launched, an augury of the day when all commercials for Canadian television will be made at home.

Meridian, a Toronto picture studio, is producing a number of Ivory Snow spots for Benton & Bowles Inc. The announcement attracted a good deal of interest among Canadian film producers.

Meridian also announced the production in record time of a television commercial for Cockfield, Brown & Co. Ltd., advertising Airfoam by Goodyear. Completed 10 days after delivery of the storyboard, the 2½ minute commercial was delivered two days before the promised delivery date.

Color TV Long Way Off State CBC Officials

Both J. A. Ouimet, general manager of the CBC, and A. Davidson Dunton, chairman of the board of governors, have turned thumbs down on color television in Canada for the present. Ouimet declared that color TV was still a long way off because of the cost of receivers and the CBC could not afford to provide three or four color programs a week for a limited number of viewers.

Black and white receivers will be good for a long time, Ouimet asserted, while Dunton commented that color TV was not progressing very rapidly even in the United States because of the expense, adding that Canada would act when sets would be available at a reasonable price for the average person.

38 Shorts From MGM

MGM will release a total of 38 single reel short subjects for the new season starting September, it was announced by the company. These are in addition to 104 issues of the News of the Day.

THEATRE POSTER SERVICE INTRODUCES..

TRAVEL-AD

2 FEATURES
SKY-VUE DRIVE-IN THEATRE Tonight
A Man Called Peter
CINEMASCOPE
RICHARD TODD • JEAN PETERS
THE NEW MOBILE BANNER FRAME FOR CAR TOP ADVERTISING!

Now...with the revolutionary new N.S.S. TRAVEL-AD Banner Frame, you can have a fleet of "traveling billboards" constantly advertising all your attractions throughout your patron-pulling area!

Put them on top of your car, the cars of your staff and on trucks and cars of friendly cooperating merchants.

TRAVEL-AD is the eye-catching aluminum top-of-the-car frame for 24 x 82 banners, quickly and easily installed or detached from the roof of any hard top automobile.

Learn about the grand new inexpensive TRAVEL-AD plan that will "mobilize" your advertising! Great for drive-ins...and for conventional theatres, too!

For full details, fill out the attached coupon and mail—NOW!

Theatre Poster Service
250 VICTORIA ST TORONTO
133 DUFFERIN ST WINNIPEG
TORONTO - EM. 3-4193
WINNIPEG - 933-331

I am interested in the N.S.S. TRAVEL-AD Banner Frame promotion. Please have your representative call or write to me with complete information.

NAME _____

THEATRE _____

ADDRESS _____

NFB Short Wins Cannes Award
UA's Marty Takes Grand Prix

The Canadian film, Blinkity Blank, produced by Norman McLaren of Ottawa, received the Palme d'Or, top prize for short films, at the International Film Festival in Cannes, France.

The film is experimental, a series of impressions in which surrealistic patterns move in tune with special music composed by Morris Blackburn of the National Film Board. McLaren engraved patterns and figures on black celluloid with a pen-knife, sewing needle and a razor blade and then colored them.

UA's Marty won the Grand Prix as the outstanding full-length entry in the festival.

Marty, produced by Harold Hecht and Burt Lancaster, won unanimous approval from the jury for "the aggregate of its merits and, in particular, for the script by Paddy Chayefsky, the direction of Delbert Mann and the acting of Ernest Borgnine and Betsy Blair."

The prize for the best actor was awarded to Spencer Tracy for his leading role in Bad Day at Black Rock. Haya Rarait of Israel was adjudged the best actress for her part in Hill 24 Doesn't Answer.

The Elia Kazan production, East of Eden, was awarded the dramatic award.

Jack Diamond

Jack Diamond, who served as assistant to the late Sam Israel, has been named to succeed him as Studio Publicity Director of Universal-International. The appointment was announced by David A. Lipton, vice-president, in keeping with the Studio's policy of promotion from within the ranks.

CinemaScope for Nova Scotia 16 mm Short

CinemaScope is coming to Nova Scotia. The Nova Scotia Film Bureau has released the information that it has been working upon the production of a wide-angle process film, to be released through special outlets in Canada and the United States.

The 16 mm. color wide-angle production, whose working title is "Identity," was made possible under special arrangements with the Bell & Howell organization of Chicago and Toronto, who are manufacturers of the anamorphic lens required for the special work.

Alan Grayston, executive producer of the Bureau is in charge of production.

Essex Variety Show Now Annual Affair

On Saturday, April 23rd, at 11.30 p.m., the Essex County Theatres Association staged their first Variety Village Benefit Show at the Capitol Theatre, Windsor.

A mammoth variety show of 15 acts was presented with Monty Hall of Toronto as Master of Ceremonies. The acts included: Jackie Kannon, Lee Caron, Nellie Hill, Sammy Shore, Ralph Ford, Sons of the Saddle, Bruce Davis, Hamish Menzies, Gerry Branagan, The Royal Jokers, Clarke Wallace, McCardle and Ruth, Dodo Green, and the Chorus Girls from the Elmwood Casino.

The committee in charge included: Ed. Lamoureux, Palace, Windsor; Joe Lefave, Capitol, Windsor; Ernie Taylor, Vanity, Windsor; Bob Knevels, Tivoli, Windsor; Bruce Fraser, Park, Windsor; Jim Hooper, Centre, Windsor and Arch Axler, Vogue, Leamington. Press comments on the show were that it was the best talent show ever presented in Windsor.

The Essex County Theatres Association plan to make this an annual affair and hope that each and every year the show will be bigger and better. For this show the Capitol Theatre lobby was decorated in the carnival theme and the ushers were dressed as clowns. The popcorn, hot dogs and drinks were all donated by Theatre Confections and local merchants and these were sold in the lobby and on the aisles throughout the show.

John B. Cummings

A theatre projectionist in Winnipeg for the past seven years, John Beecher Cummings, 41, died May 6 in that city. He was formerly with the Rex Theatre in Regina.

Mr. Cummings was the son of Mrs. J. D. (Jack) Watson, Regina, Also surviving are his wife; a son, Jack; a brother, Archie K., in Kelowna, B.C., and a stepsister, Mrs. Charles Bennett, Regina.

Mrs. Watson's husband operates the Rex and Grand Theatres and the Queen City Drive-In in Regina — all under the Famous Players banner.

Fitzgibbons And Lightstone Acclaim New VV Presentation

"We have seen STRATEGIC AIR COMMAND with the new double frame projector VistaVision equipment that is being installed at the Imperial Theatre, Toronto. STRATEGIC AIR COMMAND is a visual heart-warming demonstration of the security measures being developed for the protection of the North American continent against an enemy attack. It is produced in magnificent color with a complete clarity of definition that opens up new horizons for realism in the production of dramatic, musical and spectacular scenes that supply a form of entertainment no other media can even faintly approach. The huge screen on which VistaVision portrays the true values of the subject being photographed gives one a clear and understandable feeling of size and importance that has never before been possible with any other system of motion picture production."

J. J. FITZGIBBONS
President, Famous Players

"Undoubtedly the entire industry in Canada has followed with a great deal of interest, the opening of STRATEGIC AIR COMMAND in the Paramount Theatre in New York a few weeks back. This presentation was by the new horizontal double frame projectors and on the largest curved screen in the world, 66 x 35 feet. This presentation was acclaimed by the Strategic Air Force brass and newspaper critics. The New York Times, Herald Tribune and World Telegram called it the greatest presentation of any motion picture or any process up to this time. They compared the fidelity, definition and participation with Cinerama, and superior to CinemaScope. These are not my words. I am quoting from these three newspaper critics.

"We will have the same presentation at the Imperial Theatre, Toronto, opening May 20th. The new screen is 54 x 28 feet. This will be the largest screen in Canada. We hope to be able to have a screening of this picture in the Imperial on the Sunday preceding the opening, which will be May 15th, for exhibitors and the press. It is anticipated that all the equipment required for this showing will be installed by that time. (Ed.: The screening was held with more than 1,000 present.)

"While there are, at present, only eight planned showings of this attraction in strategically located cities in the States, Toronto, Canada, and London, England, I am advised that we will proceed into other major cities as fast as equipment can be delivered.

"It is also the intention of Paramount Pictures to shoot all pictures on double frame negatives that lend themselves to this type of presentation. I want all exhibitors to understand that all our pictures, including STRATEGIC AIR COMMAND, will be on regular 35 mm. prints that can be shown in any type of theatre and with any type of equipment."

GORDON LIGHTSTONE,
Canadian General Manager, Paramount Pictures.

1000 At Imperial Screening Of "Strategic Air Command"

Toronto experienced one of the most exciting motion picture previews in its history, Sunday, May 15, as more than 1,000 invited guests attended the Imperial Theatre for the special screening of "Strategic Air Command," which stars Jimmy Stewart and June Allyson. The invitations were issued jointly by Famous Players and Paramount Pictures.

The opening of "Strategic Air Command" in Paramount's new presentation of VistaVision was preceded by Canadian Paramount News which carried the story of the last atomic test in Nevada, setting a dramatic stage for the picture that followed — the story of the atom bomb carrier and the lives of the men involved in the force and of the women who live with them.

As the feature picture hit the new curvilinear screen installed in Canada's largest theatre specially for "Strategic Air Command," there was a feeling of awe for the 1,000 plus guests in the theatre. It was a new era in motion picture entertainment for Canada, as the technical brilliance of Paramount's Academy Award winning process was presented in the Dominion for the first time via horizontal, double frame projection.

Russ McKibbin, manager of the 3,300-seater, was elated by the rhapsody of raves overheard as the guests left the theatre. The picture was hailed on all sides in the most glowing terms.

VISTAVISION

MOTION PICTURE HIGH-FIDELITY

. . . transcends all other large-screen processes by as wide a margin as the talking picture transcended the silent one . . .

HERE IS PROOF...

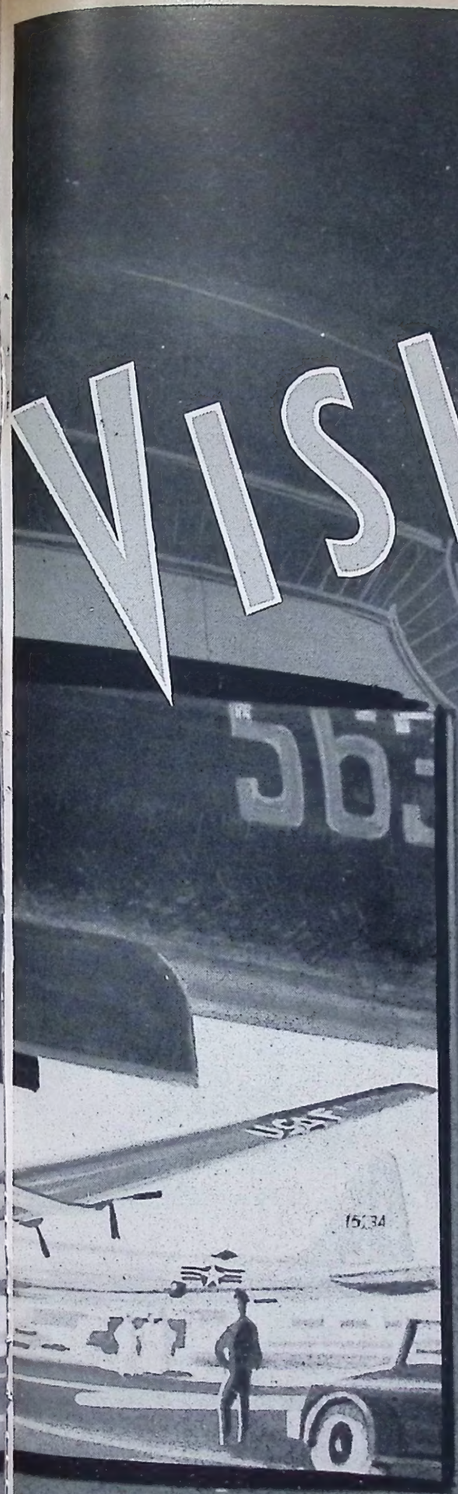
NOW...AT FAMOUS PLAYERS IMPERIAL THEATRE, TORONTO

A Spectacular New Presentation of

VISTAVISION

a history-making event!... an entertainment first!

ON CANADA'S LARGEST SCREEN



with Perspecta Stereophonic Sound

THE ACADEMY AWARD WINNING PROCESS

THE IMPORTANT ATTRACTION SELECTED TO LAUNCH THESE NEW PRESENTATIONS OF VISTAVISION IS

JAMES STEWART ★ JUNE ALLYSON

in

Strategic Air Command

The picture with a striking force second to none!

Color by TECHNICOLOR

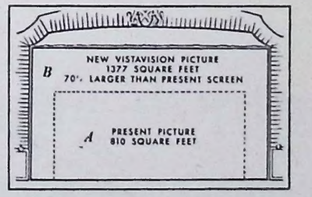
co-starring

FRANK LOVEJOY · ALEX NICOL · BARRY SULLIVAN · BRUCE BENNETT

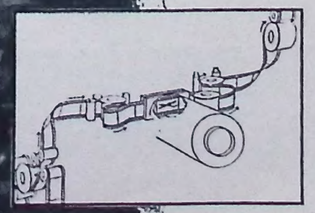
Produced by SAMUEL J. BRISKIN · Directed by ANTHONY MANN

Screenplay by VALENTINE DAVIES and BEIRNE LAY, Jr.

Story by Beirne Lay, Jr. · A Paramount Picture



Scale representation compares the Imperial's former screen (A) with the huge, new curvilinear screen (B) which takes full advantage of VISTAVISION's tremendous clarity and depth.



In the new specially designed VISTAVISION projectors the film runs horizontally, instead of with the customary vertical feed, allowing projection over a far greater screen area than ever before possible.

CENTRE
PAGES

NEW YORK CITY	PARAMOUNT	NOW
LOS ANGELES	*Stanley-Warner* BEVERLY HILLS	April 28
PHILADELPHIA	STANLEY	May 5
NEW ORLEANS	SAENGER	May 6
WASHINGTON	CAPITOL	May 19
CHICAGO	STATE-LAKE	May 12
TORONTO	IMPERIAL	NOW
PITTSBURGH	PENN	May 19

The unique effects you will see at the above engagements, are as possible IN YOUR THEATRE, TOO, with standard equipment if your screen size is below 45 ft. in width.

Win Barron Lauded In MPA Release

Bouncy, mile-a-minute Win Barron, owner of Canada's most-heard voice and (for a public figure) least-known face, celebrates his tenth anniversary this year as editor of Canadian Paramount News.

Wrapped up in that decade, and in the quarter century before it, is a career which jumps all over the entertainment lot, in three different countries. Barron started in radio as an engineer on Canada's first station, Toronto's old CFCA, back in the relaxed days when the golden voices of the air waves were usually pumped out of the back of a barn, or a dingy, two-room hotel suite. One day no announcer showed up, Win filled in, and he's never been out of reach of a mike since.

Paramount decided in 1942 that it would have a Canadian edition and a Canadian commentator to do it. It asked for sound tracks of Canadian voices, numbered, but not identified. At the time, Win was working as Paramount's Canadian publicity man, but he submitted his sound track along with the other commentators. The unanimous choice in New York was the No. 3 voice—Win Barron's.

That gave Barron two jobs for Paramount. In 1945, it became three jobs, when he took over control as editor, as well as commentator, of Canadian Paramount News, meanwhile remaining as publicity chief.

There is no doubt that Barron thrives on all three occupations. His weekly editions of the news are the results of back-breaking effort to ensure the Canadian moviegoer with up-to-the-minute news on the Canadian and international scene. And when he gets Canadian items that are newsworthy elsewhere, he shoots them all over the world. Canadians write him from places like Karachi, India, and Melbourne, Australia, telling him they have heard his voice on the sound tracks of news clips he's exported. The above is a portion of a release from the Motion Picture Association of America.

Pine-Thomas UA Deal

The P.T.S. Corporation — named for William H. Pine, William C. Thomas and Maxwell Shane—has been formed to continue the multiple-picture agreement under which Pine-Thomas Productions will be filmed for United Artists release, it was announced by Arthur B. Krim,

Across the Country

(Continued from Page 3)

Commission were never brought to Council for ratification and that the old theatre fees will remain in force until the matter is threshed out at City Hall. In the meantime, those who paid the increased rate are being refunded the difference.

Maritimes

Mr. Bill Horner, Manager of the Odeon Strand theatre, Saint John, N.B. for the past two years is being transferred this week-end by this Company to the Garrick, Halifax. Douglas King, manager of Odeon's Kent theatre in Saint John will now manage both the Strand and Kent.

• • •

The Rotary Club is holding its Convention this year in Charlottetown, P.E.I. The dates are June 6th and 7th. Mr. G. A. Walters, Manager of the Prince Edward theatre, Charlottetown (F. G. Spencer Company) is Chairman of the Entertainment Committee.

• • •

Mr. Carleton Brown, Manager of the Franklin-Herschorn Halifax Theatres has been elected President of the Halifax Theatre Managers Association.

• • •

Mr. Tom MacKay has been transferred again this year from the Dundas theatre, Dartmouth, N.S., as manager of Midway Drive-in theatre (located midway between Sydney and Glace Bay). The three Franklin-Herschorn Drive-in theatres opened early in April but all have run into very bad weather.

• • •

Mr. John Flanagan of Theatre Confections Ltd. is in the Maritimes visiting the various Drive-in Concessions.

• • •

Mr. Kenneth Winkles of London, England, joint assistant managing director of the J. Arthur Rank Organization arrived in Saint John this week. He was accompanied by C. R. B. Salmon of Toronto, vice-president of Odeon Theatres. During a tour of the Maritime Provinces the two men will inspect Odeon theatres in the area which are jointly operated by Odeon Theatres (Canada) Ltd. and Garson theatres. Mr. A. I. Garson, Saint John, will join the visitors in their tour of inspection.

Vancouver

Another Saskatchewan house, Bill Batt's Kelliher, a 275-seater, has been closed permanently. It was Kelliher's only theatre and brought Saskatchewan closings to a total of ten in the last few months.

• • •

Hank Heck, 20th-Fox office manager, resigned to join International Film Distributors in the same capacity, replacing Joe Segal who resigned. Fox cashier, Violet Hosford, takes over the booker's desk vacated by Heck at 20th.

• • •

The Odeon-Park Theatre staff held their annual party at the Smiling Buddha night club in Chinatown. A good time was had by all including the moving picture press.

• • •

British Columbia can add another first to the list of top rankers born and educated in B.C. He is Richard Day, recently presented with a special plaque for his art direction of Academy Award winner "On the Waterfront." Day is an ex-Victorian and now with NBC in New York. His family still live in Victoria.

• • •

Harry Howard, owner of Theatre Equipment Supply Co., attended the Rocky Marciano-Don Cockell world title fight in San Francisco.

• • •

Another dark theatre, the 450-seat Roxy on Granville St., has been taken over for Bingo by the Canadian Legion. It's big business here now and giving the movies plenty of opposition.

• • •

Roderick MacLeod has been elected president of the Vancouver

(Continued on Page 14)

PLOTTEL

(Continued from Page 1)

The meeting was devoted almost entirely to the screening of the up-coming product now ready for release by Universal. The wire follows:

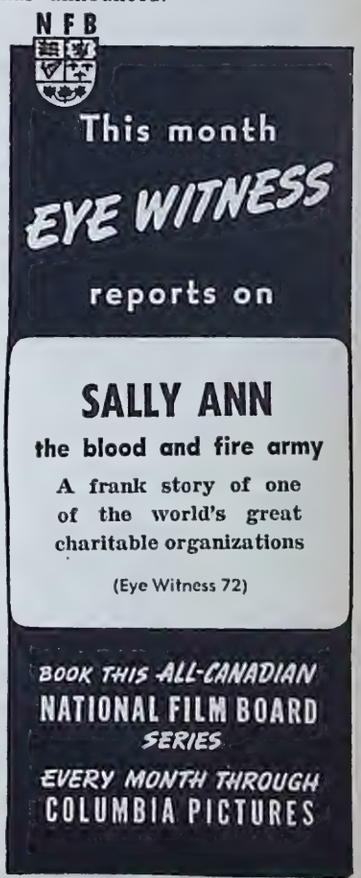
"Saw seven pictures screened at our Universal-International meeting, each with diversified themes, but everyone of them assured of terrific public acceptance because each picture has heart appeal.

"My enthusiasm is not inoculation but candid observation that will be endorsed when you see them. It would take considerable verbiage to give you complete details story, casting, etc., by wire. All this will be supplied upon my return but I want you to know the titles of the pictures screened: 'To Hell and Back', 'All That Heaven Allows', 'One Desire', 'Female On The Beach', 'The Spoilers', 'Private War Of Major Benson', 'The Second Greatest Sex'.

"These are pictures assured of long runs and really proves concisively that motion pictures are greatest entertainment. Regards, Mark Plottel."

THE CHAIN

"The Chain," Paul Wellman's powerful novel of a Protestant minister with a passionate belief in the doctrines of Christianity, has been added to William J. Fadiman's production slate at Columbia, executive producer Jerry Wald has announced.



May 31 thru June 6

400

HOWARD SON

SPECTACULAR THRILLS: bombardment of an army... with explosive globes of Greek Fire!

... AND IN CANADA TOO!

starring

DALE ROBERTSON • SALLY FORREST • LILI ST. CYR

co-starring MARI BLANCHARD • Directed by TED TETZLAFF • Written by AUBREY WISBERG and JACK POLLEXFEN •

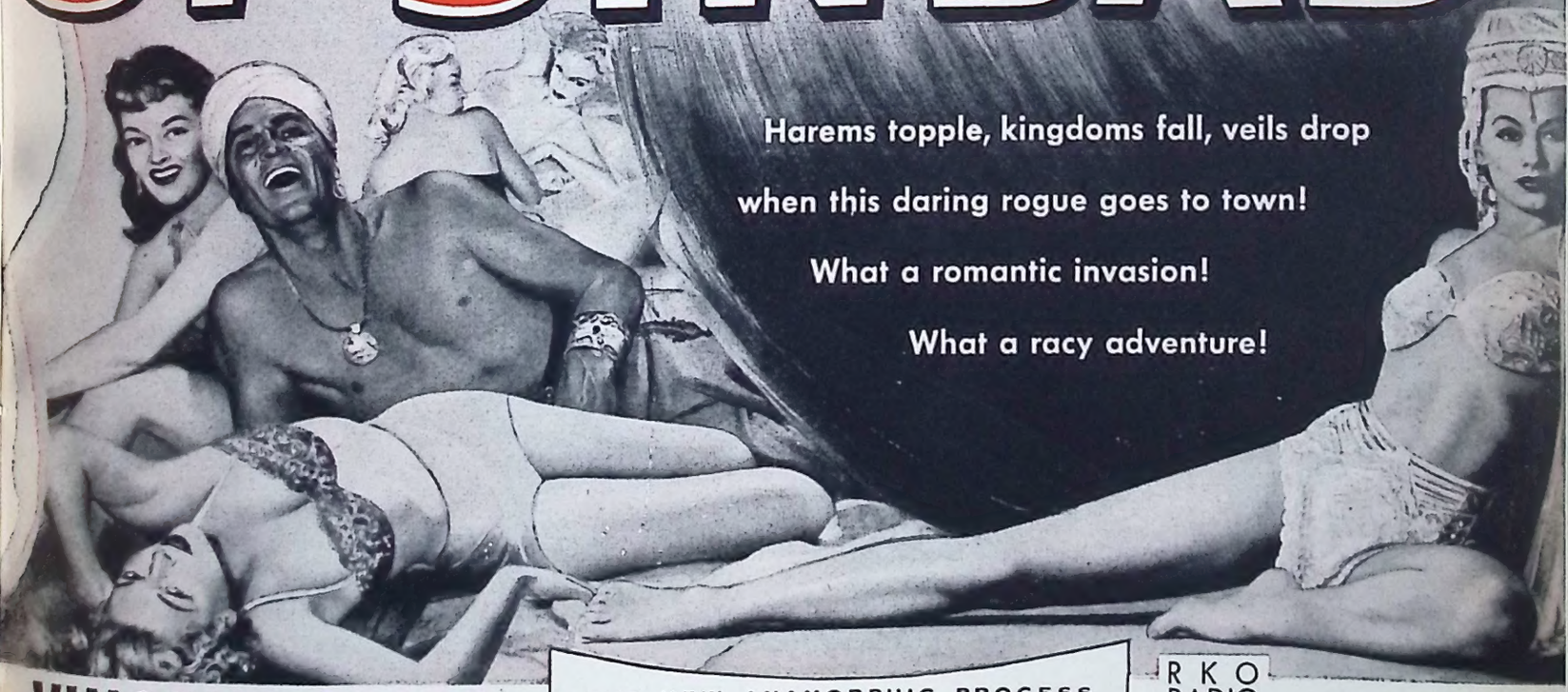
is SINBAD's week!

THEATRES

across the U.S. have booked SINBAD for the first week in June!

HUGHES presents

OF SINBAD


Harems topple, kingdoms fall, veils drop
when this daring rogue goes to town!
What a romantic invasion!
What a racy adventure!

VINCENT PRICE

Produced by ROBERT SPARKS

THE NEW ANAMORPHIC PROCESS
SUPERSCOPE
ON THE GIANT WIDE SCREEN
color by TECHNICOLOR

RKO RADIO PICTURES

Republic Pictures Releasing 20 Features From Now To Sept.

Consistent delivery of Republic product during the next five months was underscored by Richard W. Altschuler, director of world-wide sales, with the announcement of a definite release schedule covering 20 pictures to be made available during the period from May through September. This announcement follows one of the heaviest production schedules in the history of the company, and all productions listed are either shooting or completed.

"Twenty pictures in the next 20 weeks will be delivered by Republic on a regular schedule of one picture a week," Altschuler stated.

Leading off the May schedule is "The Eternal Sea," co-starring Sterling Hayden, Alexis Smith and Dean Jagger, stirring drama of a real-life naval hero, which had a very successful world premiere at the RKO Albee Theatre in Providence, R.I., followed by a heavy saturation campaign throughout New England. In Canada "The Eternal Sea" was released at Loew's Uptown, Toronto, May 13.

"Santa Fe Passage," co-starring John Payne, Faith Domergue and Rod Cameron, epic adventure story based on the popular Esquire Magazine story and novel by Clay Fisher, filmed in Trucolor by Consolidated, is also set for May release; as are "I Cover the Underworld," starring Sean McClory, Joanne Jordan, Ray Middleton and Jaclynne Greene, a fast-paced crime yarn about a racketeer and his twin-brother priest, and "Don Juan's Night of Love," starring Raf Vallone and Silvana Pampanini of "O.K. Nero" fame in a tale of romance, adventure, and intrigue.

The June program begins with "Road to Denver," co-starring John Payne, Mona Freeman, Lee J. Cobb, in his first picture since his outstanding performance in "On The Waterfront," Ray Middleton, and Skip Homeier. Based on a Saturday Evening Post story by Bill Gulick, this outdoor adventure spectacle was filmed in Trucolor by Consolidated. Joe Kane is associate producer-director.

The second June release is "Flame of the Island," starring Yvonne DeCarlo and co-starring Howard Duff and Zachary Scott, with Kurt Kaszmar, Barbara O'Neill, James Arness, and Frieda Inescort. It was filmed in Trucolor by Consolidated on location in the Bahamas. A melodrama of intrigue and romance in the lush tropics, this production was directed by associate producer Edward Ludwig. "The Green Buddha," starring Wayne Morris and Mary Germaine, action melodrama about an international gang which steals an art treasure: "City of Shadows," starring Victor McLaglen, with John Baer, Kathleen Crowley and Anthony Caruso, actionful expose of big-time gambling; and "Double Jeopardy," starring Rod Cameron, Gale Robbins and Allison Hayes, fast-paced melodrama, complete the June schedule.

July will bring one of the company's most important pictures of the year, "Magic Fire," a William Dieterle production starring Yvonne DeCarlo, Carlos Thompson and Rita Gam.

VARIETY

(Continued from Page 1)

at the sessions, has returned home. Mr. Altman, who in recent years has unofficially become known as the "scrapper" for his one-man campaign collecting and selling scrap in aid of Variety Village, which to date has raised over $14,000, informed the Digest that the meeting in Los Angeles was one of the most successful ever held by Variety.

"The Heart of Show Business," to be filmed in Eastman Color, is already in production, he reported, in which the activities of about 35 of the 40 odd Tents in existence will be included. The Toronto Tent is among these, with filming up here scheduled for some time near the end of May. Variety International will receive 50 per cent of the profits of the film with each local tent receiving 25 per cent of this profit from the showings in its own territory.

The Canadian contingent at the meeting consisted of George Altman and wife, Joe Bermac, Barney Fox, Sam Lunfield and wife, the three Smith brothers and wives, Frank Goldhar and wife and Ken Leach's wife and daughter.

Last year's International crew was re-elected, and the conclave decided on New York as next year's convention site. The Heart Award was won by the Pittsburgh Tent, with the Best Story Award going to the Miami Tent and the Best Photo Award to the London, England Tent. The Humanitarian Award for 1954 went to Sir Winston Churchill.

Across the Country

(Continued from Page 11)

Film Council for 1955. Mrs. Jansco, formerly in show business in Brazil, has acquired the 450-seat suburban Main Theatre here from Max Brayer who built the theatre five years ago.

Prairies

Royal theatre at Moose Jaw has been closed for renovations and is expected to be reopened in the early fall. While the Royal is closed, the Studio theatre is operating from 1 p.m. to 11 p.m. rather than in the evenings only as before. Harry Phillet, Edmonton, co-owner of the Royal, visited Moose Jaw to confer on details of the renovations.

• • •

A projectionist at the Royal theatre in Moose Jaw for nearly 20 years, Alex Hunt has been named manager of the Royal and Studio theatres in that city.

A native of Moose Jaw, Mr. Hunt started in the theatre business operating a movie circuit in southern Saskatchewan towns for the late W. J. Passmore. After a year he joined the staff of the Royal then operated by Mr. Passmore. With the exception of four years in the RCAF, he has been associated with the theatre ever since.

• • •

Green Acres drive-in at Lethbridge, Alta., has added VistaVision facilities. The screen was widened from 35 to 65 feet.

Winnipeg

Our deepest sympathies to Johnny and Paul Cardell, of Calgary, on the loss of their father, who passed away on Saturday, April 30.

• • •

Frank Fisher, general manager of JARO, hosted a cocktail party on Tuesday, May 10 at the Marlborough Hotel, to introduce the new manager of the Winnipeg office, Mr. Stu McQuay.

Len Bishop, Manager of the Shea's, Toronto, cut up some capers for a group of high school students gathered in the Fox screening room to see the up coming "Daddy Long Legs", starring Fred Astaire and Leslie Caron.

Chatter... That Could Matter!

By MAX CHIC

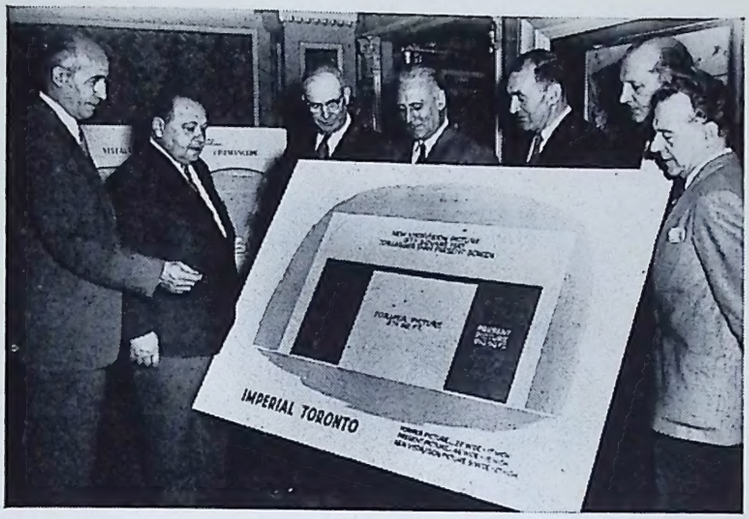
Earlier reports that **Famous Players Tivoli,** Toronto, will close down for a complete refurbishing job confirmed by **Jimmy Nairn** . . . the theatre will close on Saturday, May 28 and re-open on Labor Day . . . **George Altman** stopped over in Chicago on his way back from Los Angeles . . . a swank restaurant he and his wife were in was bombed a few hours later . . . **George** is a convinced "early bird" as of now.

Odeon's new Toronto house will be located at Lawrence Ave. and Donway West . . . architects for the project are **Allward & Gouinlock,** who expect to have their completed drawings in 10 days . . . rumor hath it that **Odeon** will also build a new theatre in Calgary in the North Hill district . . . **George Cuthbert,** head of **General Theatres** supervised the complete installation of **Horizontal VV** at the **Imperial,** Toronto . . . **George** and his top aides across the country are down in Chicago for a communications show.

United Artists have scheduled a **"United Artists Week"** for July 1-7 . . . their aim, to have a **UA** film on every screen in the US and Canada every nite of the week . . . **Jim Nairn** was one of the judges at the Annual **Quigley Awards,** judging in New York . . . **Walter Manley, Republic's** rep in Canada, down in New York for company business . . . reports circulating that the **Mayfair,** Toronto will close down soon, with its run transferred to the **Westwood.**

Gordon Lightstone, Paramount's Canadian General Manager down in Hollywood for a top-level sales meeting . . . 8 completed productions and portions of 5 others will be screened . . . no Trade Show this year according to reports, because of lack of proper facilities during the national trade meetings . . . **Dan Krendel's** grandson named **Allan Jeffrey.**

Aubrey Winch, who has the **Rio,** Eganville; **Bay,** Barrie's Bay; **Oxford Drive-In,** Woodstock; **Huronia Drive-In,** Barrie; **Renfrew Drive-In,** Renfrew has three new Drive-Ins in work . . . the three will open early in July and are in Picton, Napanee and Sturgeon Falls . . . one of the cleverest ads yet was the "East of Eden" ad for the **University & Eglinton** . . . the ad in big bold type said EDEN ELECTED and in smaller type TO STAY A FIFTH WEEK.



HORIZONTAL VISTAVISION presentation of Paramount's "Strategic Air Command" drew over 1,000 to the Imperial Theatre, Toronto, last Sunday. The above group were in the main responsible for the enthusiastic reception at the end of the screening. Left to right: Frank LeGrande, VV expert from New York; Morris Stein, Famous Players; Charles Dentlebeck, Famous Players; Tom Hoad, George Cuthbert, Mike Reidy and Marcel Vanden Eynde, from General Theatres.

Trans-Canada

USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
3rd wk. Battle Cry (WB) C'Scope & WarnerColor with Van Heflin.

SHEA'S
Run for Cover (Para.) VistaVision & Tech. with James Cagney.

UNIVERSITY & EGLINTON
5th wk. East of Eden (WB) C'Scope & WarnerColor with James Dean.

LOEW'S
2nd wk. Blackboard Jungle (MGM) with Glenn Ford.

UPTOWN
The Eternal Sea (E-U) with Sterling Hayden.

ODEON & FAIRLAWN
Simba (JARO) Eastman Color with Dirk Bogarde.

HYLAND & CHRISTIE
2nd wk. The Wages of Fear (JARO) with Yves Montand.

DOWNTOWN
New York Confidential (WB) & The Mad Magician (Col.).

CALGARY

CAPITOL
East of Eden (WB) C'Scope & WarnerColor with James Dean.

PALACE
Mambo (Para.) with Silvana Mangano.

UPTOWN
Man Without a Star (E-U) Tech. with Kirk Douglas.

GRAND
West of Zanzibar (JARO) Tech. with Anthony Steel.

STRAND
Th Big Combo (AA) with Cornel Wilde.

PLAZA
Sitting Bull (UA) C'Scope & Eastman Color with Dale Robertson.

ST. JOHN

PARAMOUNT
East of Eden (WB) C'Scope & WarnerColor with James Dean.

CAPITOL
Underwater (RKO) Tech. with Jane Russell.

STRAND
Tight Spot (Col.) with Ginger Rogers.

WINNIPEG

CAPITOL
Jupiter's Darling (MGM) C'Scope & Color with Esther Williams.

MET
The Silver Chalice (WB) C'Scope & WarnerColor with Virginia Mayo.

ODEON
Captain Lightfoot (E-U) C'Scope & Tech. with Rock Hudson.

LYCEUM
The Americano (RKO) Tech. with Glenn Ford.

GARRICK
Naked Alibi (E-U) & Yellow Mountain (E-U).

MONTREAL

CAPITOL
Blackboard Jungle (MGM) with Glenn Ford.

LOEW'S
2nd wk. Underwater (RKO) Tech. with Jane Russell.

PALACE
2nd wk. Battle Cry (WB) C'Scope & WarnerColor with Van Heflin.

PRINCESS
Shotgun (AA) Tech. with Sterling Hayden.

ORPHEUM
Unchained (WB) with Elroy Hirsch.

AVENUE
2nd wk. To Paris with Love (JARO) Tech. with Alec Guinness.

KENT
3rd wk. Gate of Hell (IFD).

VANCOUVER

VOGUE
4th wk. A Man Called Peter (20th-Fox) C'Scope & DeLuxe Color with Richard Todd.

ORPHEUM
Violent Saturday (20th-Fox) C'Scope & DeLuxe Color with Victor Mature.

CAPITOL
East of Eden (WB) C'Scope & WarnerColor with James Dean.

STUDIO
3rd wk. Mr. Hulot's Holiday (JARO) with Jacques Tati.

The Sons Of Katie

"The Sons of Katie Elder," a hell-for-leather saga of the Texas plains at the turn of the century, has been purchased by Paramount as one of its most important properties on its upcoming production slate. Samuel J. Briskin, Paramount producer who recently completed "Strategic Air Command," will produce the film in VistaVision with a top cast.

STUDIO ROUND-UP

20th-Fox hands **Charles Coburn** one of the top roles in "How to Be Very Popular." Producer **Pandro S. Berman** on his way to London for the readying of two **Metro** productions, "Quentin Durward" and "Bhowani Junction."

"There's Always Tomorrow" **Universal's Barbara Stanwyck-Fred MacMurray-Joan Bennett** starrer, set to roll. **Charles Lamont** signed by **Republic** to direct their next **Judy Canova** vehicle, "Lay That Rifle Down."

Debbie Reynolds to star in **Metro's** screen adaptation of the stage drama, "The Tender Trap."

"Music by Duchin" new title of **Columbia's** "The Duchin Story." **Warners** select Texas plains as site for the filming of "Giant," featuring **Rock Hudson. Glynis Johns** returns to London after completing her stint in the **Paramount VistaVision** film "The Court Jester."

Bel-Air's adventure drama in **Superscope and Technicolor,** "Desert Sands," on location in Yuma, Arizona features **J. Carrol Naish** and **Ralph Meeker,** for **U.A.** release.

Republic's "A Foreign Adventure" company back in Hollywood after completing four weeks work on location in Nassau, production being filmed in **Trucolor** stars **Yvonne de Carlo** and **Howard Duff.**

Billy Wilder completes first camera tests for "The Spirit of St. Louis," which he is directing for **Warner Bros., CinemaScope** equipment will be mounted in a helicopter, as well as conventional aircraft for the filming of **Charles Lindbergh's** historic flight.

Hal Wallis chooses "Route 66" as next starring vehicle for **Shirley Booth.** It is a comic love story of a shopworn showgirl with the proverbial golden heart and a loveable tinhorn sport.

Henry Hull, 64-year-old stage and screen actor, has announced that after completing his role in **UA's** "The Deadly Peacemaker," he will retire, winding up a career of forty years. Famous for his role in the stage play, "Tobacco Road," **Hull** starred in many screen plays since his advent to Hollywood in 1924.

T-S-S-N-H-T SPELLS BOXOFFICE

"THE SEA SHALL NOT HAVE THEM"

starring

MICHAEL REDGRAVE · **DIRK BOGARDE**

"The Browning Version" *"Doctor in the House"*

ANTHONY STEEL · **NIGEL PATRICK**

"Ivory Hunter" *"Breaking the Sound Barrier"*

BONAR COLLEANO

"The Flame and the Flesh"

From the novel by JOHN HARRIS also starring JAMES KENNEY
SYDNEY TAFLER GRIFFITH JONES JACK WATLING

Another smash hit from **JARO**